

Energy Coordination Act 1994

# Gas Trading Licence Performance Reporting Handbook

April 2016

Economic Regulation Authority



WESTERN AUSTRALIA

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## 1 Background

The Economic Regulation Authority (**ERA**) is responsible for administering the gas licensing scheme under Part 2A of the *Energy Coordination Act 1994 (Act)*. A business licensed by the ERA is required to comply with a range of obligations prescribed by the Act and its associated regulations and codes.

Under section 11M of the Act, the ERA may determine licence terms and conditions, including requiring a licensee to provide to the ERA specified information in relation to the licence. Clause 23.1 of gas trading licences states:

The licensee must provide to the ERA any information that the ERA may require in connection with its functions under the Act in the time, manner and form specified by the ERA.

Prior to 2014, the specification of the performance data to be provided by gas trading licensees was specified in section 16.1 of the Gas Compliance Reporting Manual (**Manual**). The ERA has now removed the indicators from the Manual and instead uses this Handbook as the sole source of information about gas trading licensee's performance reporting obligations.

## 2 Purpose of this Handbook

This document has been developed to inform licensees about the non-financial performance data that is to be provided to the ERA for the year ending 30 June 2016.

It is important that there is a shared understanding amongst all stakeholders of the information that is to be reported by gas trading licensees, including the definitions to be applied to the performance indicators and the ERA's expectations as to the manner in which the information should be presented. Consistent with this objective, the ERA has issued this guide to inform gas trading licensees about:

- the performance indicators that retailers are required to provide data for;
- the definitions to be applied to the performance indicators;
- how to calculate the performance data (where applicable); and
- how and when the data is to be provided to the ERA.

The ERA recommends that the licensee familiarises themselves with the Gas Compendium<sup>1</sup> and the **2007 SCONRRR Report**<sup>2</sup> in order to obtain a fuller understanding of the reporting context.

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<sup>1</sup> *Compendium of Gas Customer Licence Obligations*, which is available on the Authority's website: <https://www.erawa.com.au/gas/gas-licensing/compendium-of-gas-customer-licence-obligations>

<sup>2</sup> *National Energy Retail Performance Indicators, Utility Regulators Forum, Steering Committee on National Regulatory Reporting Requirements – Retail Working Group, May 2007*. A copy can be obtained on the Authority's website: <https://www.erawa.com.au/gas/gas-licensing/regulatory-guidelines>

### 3 Performance Reporting Tools

The ERA has issued a Microsoft Excel workbook called the *Performance Reporting Datasheet – Gas Trading Licensees (Retail Datasheet)*. The Retail Datasheet can be found on the ERA's website.<sup>3</sup>

The Retail Datasheet has six sections:

- Customers and Customer Information;
- Affordability;
- Disconnections for Non-Payment;
- Reconnections;
- Complaints; and
- Call Centre Performance.

### 4 Completing the Retail Datasheet

The Retail Datasheet contains a series of tables in the format shown in Table 1 below.<sup>4</sup>

**Table 1: Example datasheet format**

Indicator No.	Description	Basis of Reporting		Comments
		Number	Percentage	
R 7	Total number of business customer accounts that have been issued with a bill outside the prescribed timeframes			

When completing the tables in the Retail Datasheet it is important that the structure of the data entry cells is not modified by inserting, deleting or re-ordering rows/columns. A number of cells contain values that are calculated from data that has been entered into other cells. These cells have been shaded yellow for identification purposes.

Only enter data into the cells that are **not** shaded.

Referring to the example in Table 1:

- The No. column contains the unique reference number for the indicator. In this case the indicator is in the Customers and Customer Information table.
- The description provides a short form explanation of what the indicator is intended to measure.
- The basis of reporting offers 2 options:

<sup>3</sup> <https://www.erawa.com.au/gas/gas-licensing/regulatory-guidelines>

<sup>4</sup> Note that the Compensation Payments worksheet replaces the Percentage column with a Value (\$) column to report dollar amounts paid in compensation.

- Number (this is used to enter any numerical value).
- Percentage, *if* it is not generated by the cell (in most cases, this is automatically generated from numerical data entered into other cells)
- The data entry cells have been formatted to align with the required degree of accuracy, (i.e. number of decimal places) appropriate for each indicator.

If it is not possible to provide the required data for an indicator then the cell should be left blank and a comment added in the “Comments” cell to explain why the data cannot be provided.

The “Comments” cell should also be used to add explanatory notes where there has been significant change in values from previous reporting periods, or where the licensee feels that additional context to the data provided is needed.

## 5 Submission of Completed Datasheets to the ERA

It is mandatory for the following gas retail licensees to lodge a completed Retail Datasheet:

- Alinta Sales Pty Ltd
- Electricity Generation and Retail Corporation (t/a Synergy)
- Esperance Gas Distribution Company
- Perth Energy Pty Ltd
- Wesfarmers Kleenheat Gas Pty Ltd (t/a Kleenheat)

The completed Retail Datasheet for the year ending 30 June 2016 are to be lodged with the ERA by 30 September 2016. They should be sent by email at: [records@erawa.com.au](mailto:records@erawa.com.au).

The Retail Datasheet can also be submitted on a USB memory stick or CD-ROM:

by post to: PO Box 8469, PERTH BC WA 6849; or

by hand to: Level 4, Albert Facey House, 469 Wellington Street, PERTH WA 6000.

It is important to note that compliance with clause 23.1 of the licence will not be achieved until an electronic copy of the completed Retail Datasheet has been received by the ERA.

## 6 Customers and Customer Information

### Purpose

To report on the number of small use customers that are supplied by a retailer. The number of customers is also used as a normaliser for other performance indicators.

### Reported Indicators

No.	Indicator
R 1	Total number of residential customer accounts
R 2	Total number of residential customer accounts covered by the Gas Moratorium (Alinta Energy and Kleenheat only) <sup>5</sup>
R 3	Total number of business customer accounts
R 4	Total number of business customer accounts covered by the Gas Moratorium (Alinta Energy and Kleenheat only) <sup>6</sup>

### Definitions

**Customer** means a small use customer account.<sup>7</sup>

**Small use customer** means a customer who consumes less than 1 terajoule of gas per annum.

**Business customer** means a small use customer who is not a residential customer.

**Residential customer** means a small use customer who receives a domestic/residential tariff.

#### Notes:

*Accounts that are supplied on a combined residential/non-residential tariff are deemed to be non-residential accounts.*

*The total number of customers in any of the categories in the above table is the number of active accounts on 30 June.*

*The customers in R2 are a sub-set of the total residential customers in R1; similarly, R4 is a sub-set of R3.*

<sup>5</sup> This indicator is only applicable to Alinta Energy and Kleenheat for the gas supply areas that are subject to the 2007 Gas Market Moratorium.

<sup>6</sup> This indicator is only applicable to Alinta Energy for the gas supply areas that are subject to the 2007 Gas Market Moratorium

<sup>7</sup> A customer account may include billing for more than one supply address. This means that, for some retailers, the number of accounts may be less than the number of supply addresses.

## 7 Affordability

### Purpose

To report on the proportion of the retailer's customers who:

- received bills outside of the timeframes prescribed in the Gas Compendium;
- have entered into an instalment payment arrangement to pay account arrears and continued usage;
- have been granted more time to pay a bill; or
- have had a direct debit plan/facility terminated as a result of payment defaults;
- been placed on a shortened billing cycle; or
- have lodged security deposits to secure supply.

### Reported Indicators

No.	Indicator
R 5	Total number of residential customer accounts that have been issued with a bill outside the prescribed timeframes and where the delay is due to the retailer
R 6	Percentage of residential customer accounts that have been issued with a bill outside the prescribed timeframes and where the delay is due to the retailer
R 7	Total number of residential customer accounts that have been issued with a bill outside the prescribed timeframes and where the delay is due to the retailer not receiving the billing data from the distributor
R 8	Percentage of residential customer accounts that have been issued with a bill outside the prescribed timeframes prescribed and where the delay is due to the retailer not receiving the billing data from the distributor
R 9	Total number of residential customer accounts that have been issued with a bill outside the prescribed timeframes and where the delay is due to the actions of the customer
R 10	Percentage of residential customer accounts that have been issued with a bill outside the prescribed timeframes and where the delay is due to the actions of the customer
R 11	Total number of residential customer accounts that are subject to an instalment plan
R 12	Percentage of residential customer accounts that are subject to an instalment plan
R 13	Total number of residential customer accounts that have been granted additional time to pay a bill
R 14	Percentage of residential customer accounts that have been granted additional time to pay a bill
R 15	Total number of residential customer accounts that have been placed on a shortened billing cycle
R 16	Percentage of residential customer accounts that have been placed on a shortened billing cycle
R 17	Total number of business customer accounts that have been issued with a bill outside the prescribed timeframes
R 18	Percentage of business customer accounts that have been issued with a bill outside the prescribed timeframes
R 19	Total number of business customer accounts that are subject to an instalment plan
R 20	Percentage of business customer accounts that are subject to an instalment plan
R 21	Total number of business customer accounts that have been granted additional time to pay a bill
R 22	Percentage of business customer accounts that have been granted additional time to pay a bill
R 23	Total number of business customer accounts that have been placed on a shortened billing cycle

No.	Indicator
R 24	Percentage of business customer accounts that have been placed on a shortened billing cycle
R 25	Total number of residential customer accounts that have lodged security deposits in relation to the residential customer account
R 26	Percentage of residential customer accounts that have lodged security deposits in relation to the residential customer account
R 27	Total number of business customer accounts that have lodged security deposits in relation to the business customer account
R 28	Percentage of business customer accounts that have lodged security deposits in relation to the business customer account
R 29	Total number of residential customer accounts that have had direct debit plans terminated
R 30	Percentage of residential customer accounts that have had direct debit plans terminated
R 31	Total number of business customer accounts that have had direct debit plans terminated
R 32	Percentage of business customer accounts that have had direct debit plans terminated

## Definitions

**Direct debit plan termination** means a direct debit plan terminated as a result of a default or non-payment in 2 or more successive payment periods. The retailer should include terminations due to administrative oversight and mismanagement by the customer resulting in non-payment, and the termination of Centrepay payments.

**Instalment plan** means an arrangement between a retailer and a customer for the customer to pay an amount owing, and in some cases for ongoing consumption, on their account according to an agreed payment schedule (generally involving payment of at least 3 instalments), taking into account their capacity to pay. It does not include customers using an instalment plan that the customer has entered into for convenience, or for flexible budgeting purposes.

**Shortened billing cycle** means a billing period that is shorter than the standard recurrent interval between bills for a customer account of that type.

**Security deposit** means the lodgement of a deposit (refundable advance) to secure connection, or reconnection, to a gas supply.

### Notes:

*Each of the affordability indicators are measured on a per customer basis. This means that if a customer satisfies an indicator criterion (e.g. being placed on an instalment plan) more than once during a reporting year then the customer is only counted once.*

*The percentage values in the above table are calculated by taking the total number of customers who meet each of the criteria and dividing them by the total number of customers in the relevant category (residential or business) expressed as a percentage. For example:*

$$R12 = 100 \times R11/R1$$

*The terms budget instalment plan, instalment payment plan and instalment plan all have the same meaning for the purposes of interpreting the definitions in this Handbook.*

*The reader is referred to the notes on page 47 of the 2007 SCONRRR Report for further definitional information related to instalment payment plans and direct debit terminations.*

## 8 Disconnections for Non-Payment

### Purpose

To report on:

- the proportion of the retailer's customers who have been disconnected for failure to pay a bill; and
- the proportion of the total disconnections that involve specific groups of customers such as customers on an instalment plan, or customers who are in receipt of a concession.

### Reported Indicators

No.	Indicator
R 33	Total number of residential customer accounts that have been disconnected for failure to pay a bill
R 34	Percentage of residential customer accounts that have been disconnected for failure to pay a bill
R 35	Total number of business customer accounts that have been disconnected for failure to pay a bill
R 36	Percentage of business customer accounts that have been disconnected for failure to pay a bill
R 37	Total number of residential customer accounts disconnected that were previously the subject of an instalment payment plan
R 38	Percentage of residential customer accounts disconnected that were previously the subject of an instalment payment plan
R 39	Total number of residential customer accounts disconnected at the same supply address at least 1 other occasion during this or the previous reporting year
R 40	Percentage of residential customer accounts disconnected at the same supply address at least 1 other occasion during this or the previous reporting year
R 41	Total number of disconnections involving residential customer accounts that were the subject of a concession at the time of disconnection
R 42	Percentage of disconnections involving residential customer accounts that were the subject of a concession at the time of disconnection

### Definitions

**Concession** means a concession, rebate, subsidy or grant related to the supply of electricity available to residential customers only.

**Disconnection** means to remove the gas supply from a customer's supply address for failure to pay a bill.

**Disconnection of a customer account that was previously the subject of an instalment plan** means the **disconnection** of a residential customer who is, or who was within the **reporting year**, or the **previous reporting year**, on an **instalment plan**.

**Disconnection of a customer receiving a concession** means the **disconnection** of a residential customer who was receiving a **concession** at the time of disconnection.

**Previous reporting year** means the **reporting year** immediately preceding the **reporting year** covered by the performance report, i.e. 2014/15 for the performance report covering the 2015/16 **reporting year**.

**Reporting year** means a year commencing on 1 July and ending on 30 June.

**Notes:**

*While the definitions in the above table refer to percentages, the actual measure is the number of disconnections per 100 customers, which is then reported as an equivalent percentage.*

*If a customer account is the subject of more than one disconnection during the reporting period then each disconnection should be recorded separately. The purpose of the indicators is to measure the number of disconnection events rather than the number of customer accounts that have been disconnected.*

*It is possible for a customer disconnection to count towards more than one disconnection indicator, e.g., a residential customer who has been disconnected within the previous 24 months, and who was receiving a concession at the time of disconnection will be recorded as a disconnection against indicators R31, R37 and R39.*

*The reader is referred to the notes on pages 48 and 49 of the 2007 SCONRRR Report for further definitional information related to disconnections and reconnections.*

**Worked example**

As at 30 June 2014, Retailer A has 100,000 residential customers, 5,000 business customers and 500 pre-payment meter customers.

During the 2013/14 reporting year the disconnections for failure to pay a bill involved:

- 500 residential disconnections involving 400 residential customers.
- 40 business customer disconnections involving 35 business customers.

Calculation of disconnection indicators:

- $R32 = 100 \times 500 / 100,000 = 0.5\%$
- $R34 = 100 \times 40 / 5,000 = 0.8\%$

Additional residential disconnection indicators:

Of the 500 residential customer disconnections in 2013/14:

- 180 disconnections involved customers who were on instalment plans at the time they were disconnected;
- 150 disconnections involved customers who had been disconnected on at least one other occasion during 2012/13 or 2013/14; and
- 275 disconnections involved customers who were receiving a concession when they were disconnected.

This gives the following values for the additional residential disconnection indicators:

- $R36 = 180 / 500 = 36.0\%$
- $R38 = 150 / 500 = 30.0\%$
- $R40 = 275 / 500 = 55.0\%$

## 9 Reconnections

### Purpose

To report on:

- the proportion of the retailer's customers who have been reconnected within 7 days after being disconnected for failure to pay a bill;
- the total proportion of the retailer's customers that the retailer has requested to be reconnected after being disconnected for failure to pay a bill during the reporting year (including those who were reconnected within 7 days);
- the proportion of the reconnections within 7 days after being disconnected that involve specific groups of residential customers, such as instalment plan customers and customers who are in receipt of a concession; and
- the proportion of customers that the retailer has requested to be reconnected that were not reconnected within the prescribed timeframes.

### Reported Indicators

No.	Indicator
R 41	Total number of residential customer accounts that the retailer has requested to be reconnected within 7 days of requesting the residential customer account be disconnected
R 42	Percentage of disconnected residential customer accounts that the retailer has requested to be reconnected within 7 days of requesting disconnection
R 43	Total number of business customer accounts that the retailer has requested to be reconnected within 7 days of requesting the business customer account be disconnected
R 44	Percentage of disconnected business customer accounts that the retailer has requested to be reconnected within 7 days of requesting disconnection
R 45	Total number of reconnections within 7 days involving residential customer accounts that were previously the subject of an instalment plan
R 46	Percentage of disconnections reconnected within 7 days involving residential customer accounts that were previously the subject of an instalment plan
R 47	Total number of reconnections within 7 days involving residential customer accounts that have also been reconnected on at least 1 other occasion during the reporting year or the previous reporting year
R 48	Percentage of disconnections reconnected within 7 days involving residential customer accounts that have also been reconnected on at least 1 other occasion during the reporting year or the previous reporting year
R 49	Total number of reconnections within 7 days involving residential customer accounts that, immediately prior to disconnection, were the subject of a concession
R 50	Percentage of disconnections reconnected within 7 days involving residential customer accounts that, immediately prior to disconnection, were the subject of a concession
R 51	Total number of residential customer accounts that the retailer has requested to be reconnected at the same supply address and in the same name after previously requesting the customer account be disconnected
R 52	Percentage of residential customer accounts that the retailer has requested to be reconnected at the same supply address and in the same name after previously requesting the customer account be disconnected
R 53	Total number of residential customer accounts that the retailer has requested to be reconnected that were not reconnected within the prescribed timeframe

R 54	Percentage of residential customer accounts that the retailer has requested to be reconnected that were not reconnected within the prescribed timeframe
R 55	Total number of business customer accounts that the retailer has requested to be reconnected at the same supply address and in the same name after previously requesting the customer account be disconnected
R 56	Percentage of total disconnected business customer accounts that the retailer has requested to be reconnected
R 57	Total number of business customer accounts that the retailer has requested to be reconnected that were not reconnected within the prescribed timeframe
R 58	Percentage of business customer accounts that the retailer has requested to be reconnected that were not reconnected within the prescribed timeframe

**Reconnection** means the restoration of supply at the same supply address and in the same name.

**Reconnection of a customer previously on an instalment plan** means the reconnection of a residential customer who is included in indicator R37.

**Reconnection of a customer that has been reconnected on at least 1 other occasion** means the reconnection of a customer who is included in indicator R39.

**Reconnection of a customer that is the subject of a concession** means the reconnection of a customer who is included in indicator R41.

**Reconnection within the prescribed timeframe** means the reconnection occurred within the applicable time period specified in Part 8 of the Compendium.

**Notes:**

*The reader is referred to the notes on pages 48 and 49 of the 2007 SCONRRR Report for further definitional information related to disconnections and reconnections.*

**Worked example**

This example continues the worked example from the previous section involving Retailer A:

Number of residential customer reconnections within 7 days = 250

Number of residential customer reconnections (R51) = 420 (10 were late (R54))

Number of business customer reconnections within 7 days = 15

Number of business customer reconnections (R55) = 30 (1 was late (R57))

Number of customer reconnections involving customers on instalment plans = 60

Number of customer reconnections involving customers previously disconnected = 30

Number of customer reconnections involving customers on concessions = 125

Calculation of reconnection indicators:

- $R42 = 100 \times 250 / 500 = 50.0\%$
- $R44 = 100 \times 15 / 40 = 37.5\%$
- $R46 = 100 \times 60 / 500 = 12.0\%$
- $R48 = 100 \times 30 / 500 = 6.0\%$
- $R50 = 100 \times 125 / 500 = 25\%$
- $R54 = 100 \times 10 / 420 = 2.4\%$
- $R58 = 100 \times 1 / 30 = 3.3\%$

## 10 Complaints

### Purpose

To report on the level of satisfaction with the retailer's service and to provide information about the level of customer complaints in relation to specified complaint categories, and the retailer's complaint resolution performance.

### Reported Indicators

No.	Indicator
R 59	Total number of complaints received from residential customers
R 60	Total number of complaints received from business customers
R 61	Total number of the residential customer complaints that relate to billing/credit complaints
R 62	Percentage of the residential customer complaints that relate to billing/credit complaints
R 63	Total number of the business customer complaints that relate to billing/credit complaints
R 64	Percentage of the business customer complaints that relate to billing/credit complaints
R 65	Total number of the residential customer complaints that relate to transfer complaints
R 66	Percentage of the residential customer complaints that relate to transfer complaints
R 67	Total number of the business customer complaints that relate to transfer complaints
R 68	Percentage of the business customer complaints that relate to transfer complaints
R 69	Total number of the residential customer complaints that relate to marketing complaints (including complaints made directly to a retailer)
R 70	Percentage of the residential customer complaints that relate to marketing complaints (including complaints made directly to a retailer)
R 71	Total number of the business customer complaints that relate to marketing complaints (including complaints made directly to a retailer)
R 72	Percentage of the business customer complaints that relate to marketing complaints (including complaints made directly to a retailer)
R 73	Total number of the residential customer complaints that relate to other complaints
R 74	Percentage of the residential customer complaints that relate to other complaints
R 75	Total number of the business customer complaints that relate to other complaints
R 76	Percentage of the business customer complaints that relate to other complaints
R 77	Number of customer complaints from residential customers concluded within 15 business days
R 78	Percentage of customer complaints from residential customers concluded within 15 business days
R 79	Total number of customer complaints from residential customers concluded within 20 business days
R 80	Percentage of customer complaints from residential customers concluded within 20 business days
R 81	Total number of complaints from business customers concluded within 15 business days
R 82	Percentage of complaints from business customers concluded within 15 business days

R 83	Total number of complaints from business customers concluded within 20 business days
R 84	Percentage of complaints from business customers concluded within 20 business days

## Definitions

**Billing/credit complaints** includes billing errors, incorrect billing of fees and charges, failure to receive relevant government rebates, high billing, credit collection, **disconnection** and **reconnection**, and restriction due to billing discrepancy.

**Complaint** means an expression of dissatisfaction made to an organisation, related to its products or services, or the complaints-handling process itself where a response or resolution is explicitly or implicitly expected.<sup>8</sup>

Notes:

- *Complaints may be received via a variety of media, including telephone, mail, facsimile, email or in person.*
- *More than one complaint can be made per customer contact. If a customer makes a complaint about a billing matter and a transfer matter in the same communication, then 2 complaints should be recorded.*

**Marketing complaints** includes advertising campaigns, contract terms, sales techniques and misleading conduct.

**Other complaints** include poor service, privacy considerations, failure to respond to complaints, the complaints handling process itself, and health and safety issues.

**Transfer complaints** includes failure to transfer customer within a certain time period, disruption of supply due to transfer and billing problems directly associated with the transfer (e.g., delay in billing, double billing).

<sup>8</sup> The reader is referred to the detailed discussion of complaints, with examples, in Appendix 1 of the 2007 SCONRRR Report. This document draws on the guidelines for complaints handling in Standard AS ISO 10002-2014 Customer satisfaction – Guidelines for complaints handling in organisations.

## 11 Call Centre Performance

### Purpose

To report on the level of service provided to customers who contact the retailer by telephone.<sup>9</sup>

### Reported Indicators

No.	Indicator
R 85	Total number of telephone calls to a call centre of the retailer
R 86	Total number of telephone calls to a call centre answered by a call centre operator within 30 seconds
R 87	Percentage of telephone calls to a call centre answered by a call centre operator within 30 seconds
R 88	Average duration (in seconds) before a call is answered by a call centre operator
R 89	Total number of telephone calls that are unanswered
R 90	Percentage of calls that are unanswered

### Definitions

**Call centre** means a dedicated facility that has the purpose of receiving and transmitting telephone calls in relation to customer service operations of the retailer, consisting of call centre staff (operators) and one or more information technology and communications systems that are designed to handle customer service calls and record call centre performance information.

**Calls answered by a call centre operator within 30 seconds** means the number of calls to call centre operators that were answered within 30 seconds (in the case of an IVR<sup>10</sup> system the measurement period commences at the time that the customer selects an option indicating they wish to speak with a call centre operator).

**Total number of telephone calls to a call centre** means the total number of calls received by the call centre operators (in the case of an IVR system the measurement only includes the calls where the customer has selected an option indicating they wish to speak with a call centre operator).<sup>11 12</sup>

**Call that is unanswered** means where the customer has terminated the call before it was answered by a call centre operator (calls to an IVR system that are terminated by the customer prior to selecting an option indicating they wish to speak with a call centre operator are not included).

<sup>9</sup> Reporting against these indicators is mandatory for retailers who operate a call centre that is capable of automatically recording some or all of the responsiveness indicators. Retailers who have other systems to handle customer calls may report on those responsiveness indicators that they record on a voluntary basis.

<sup>10</sup> Interactive Voice Response – equipment that allows a call centre telephone system to detect voice and keypad tone signals and then respond with pre-recorded or dynamically generated audio to further direct callers to the service they require.

<sup>11</sup> This indicator excludes all calls that do not require operator attention, including IVR calls where the customer does not select an option indicating they wish to speak with a call centre operator, and calls that were terminated **before** an option to speak with a call centre operator was selected.

<sup>12</sup> Calls to third parties, such as contractors acting on behalf of the retailer, are not to be included. However, calls received by a contractor that is providing all or part of the retailer's customer service operations, i.e., an outsourced call centre, are to be included.

## Calculations

The “average duration before call answered by operator” is calculated as:

$$\frac{\sum(\text{answer wait times})}{\text{total number of calls answered by an operator}}$$

Note:

- *This measure only includes calls that are answered by call centre operators.*
- *For IVR systems, the measurement period commences at the time that the customer selects an option indicating they wish to speak to a call centre operator.*
- *For non-IVR systems, the measurement period commences when the call is received by the switchboard and ends when the call is answered by a call centre operator.*
- *Calls that are unanswered are excluded from the calculation of this indicator.*

### Worked example

Retailer A operates a single call centre with integrated IVR technology with a single 13 number for customers to call. During the reporting year the following call data was recorded:

Total calls to the 13 number = 467,450

Number of calls to the call centre = 265,328<sup>1</sup>

Number of calls answered within 30 seconds = 221,846

Number of calls that were unanswered = 4,921

Sum of wait times for answered calls = 217,006 minutes

Calculation of indicators:

- R85 = 265,328
- R86 = 221,846
- R87 =  $100 \times 221,846 / 265,328 = 83.6\%$
- R88 =  $60 \times 217,006 / (265,328 - 4,921)$  seconds = 50 seconds
- R89 = 4,921
- R90 =  $100 \times 4,921 / 265,328 = 1.9\%$